

## **COMPLETE LISTING OF THE CLAIMS**

Claim 1 (currently amended): A method for distribution of products over the Internet via a facilitator, said method comprising the steps of:

a first step of receiving, from a content provider, a media product that is covered by intellectual-property rights protection, said media product being comprised of at least one of text data, music data, and video data;

a second step of providing the media product for sale at an Internet website;

a third step of restricting general public access to said media product;

a fourth step of offering to a consumer access to the media product on the precondition that the consumer views a sponsor message;

a fifth step of receiving from the consumer a request to view a the sponsor message, wherein the consumer submits said request in response to being offered access to the media product;

a sixth step of, in response to receiving the request from the consumer, facilitating the display of a sponsor message to the consumer; and

a seventh step of allowing said consumer access to said media product after said step of facilitating the display of said sponsor message.

Claim 2 (canceled)

Claim 3 (original): The method for distribution of products of claim 1, further comprising the step of maintaining a consumer activity log.

Claim 4 (previously presented): The method for distribution of products of claim 1, further comprising the step of paying royalties to the content provider.

Claim 5 (previously presented): The method for distribution of products of claim 1, further comprising the step of entering into a license agreement with the owner of the intellectual property rights associated with said media product.

Claims 6-8 (canceled)

Claim 9 (previously presented): The method for distribution of products of claim 1, further comprising the step of barring the content provider from pretending to be said consumer.

Claim 10 (currently amended): The method for distribution of products of claim 1, further comprising the step receiving payment from the sponsor of the sponsor message displayed of ~~presenting to said consumer a sign-up agreement.~~

Claim 11 (currently amended): The method for distribution of products of claim 10, further comprising the step of tendering payment to the content provider ~~processing the sign-up agreement executed by said consumer.~~

Claim 12 (original): The method for distribution of products of claim 1, further comprising the step of issuing to said consumer a password.

Claim 13 (original): The method for distribution of products of claim 1, further comprising the step of verifying a submitted password.

Claim 14 (original): The method for distribution of products of claim 1, further comprising the step of selecting a sponsor message from a plurality of sponsor messages.

Claim 15 (original): The method for distribution of products of claim 1, further comprising the step of receiving consumer response to said displayed sponsor message.

Claim 16 (currently amended): A method for obtaining a media product by a consumer, said media product being provided by a content provider and being comprised of at least one of text data, sound data, and video data, said media product distributed via a facilitator, said method comprising the steps of:

a first step of selecting, from amongst a plurality of different media products, a specific media product covered by intellectual property rights protection, said specific media product being offered for sale on an Internet website;

a second step of requesting to access said selected specific media product;

a third step of, in response to the second step of requesting, receiving an offer from a facilitator to view a sponsor message as a precondition to receiving access to said selected specific media product;

a fourth step of confirming to view a sponsor message; and

a fifth step of accessing said media product after viewing said sponsor message.

Claim 17 (canceled)

Claim 18 (original): The method for obtaining products of claim 16, further comprising the step of completing a sign-up agreement.

Claims 19-20 (canceled)

Claim 21 (previously presented): The method for obtaining products of claim 16, further comprising the step of receiving a password.

Claim 22 (original): The method for obtaining products of claim 16, further comprising the step of submitting a password.

Claim 23 (original): The method for obtaining products of claim 16, further comprising the step of responding to the sponsor message.

Claim 24 (currently amended): A method for distribution of products over the Internet via a facilitator, said method comprising the steps of:

a first step of providing a product list on an Internet website, wherein at least some of products are media products covered by intellectual property rights protection and are available for purchase, said media products being provided by content providers, wherein each said media product is comprised of at least one of text data, sound data, and video data;

a second step of restricting general public access to said media products;

a third step of offering to a consumer access to a requested media product on the precondition that the consumer views a sponsor message;

a fourth step of receiving from the consumer a request to view a sponsor message in response to said step of offering;

a fifth step of facilitating the display of a sponsor message to the consumer in response to receiving the request; and

a sixth step of allowing said consumer access to said requested media product after said step of facilitating the display of said sponsor message.

Claim 25 (canceled)

Claim 26 (currently amended): The method for distribution of products of Claim 24, further comprising the step of receiving payment from the sponsor of the sponsor message displayed ~~presenting a sign-up agreement to the consumer.~~

Claim 27 (currently amended): The method for distribution of products of Claim 26, further comprising the step of tendering payment to the content provider ~~processing the sign-up agreement executed by said consumer.~~

Claim 28 (previously presented): The method for distribution of products of Claim 24, further comprising the step of issuing to said consumer a password.

Claim 29 (previously presented): The method for distribution of products of Claim 24, further comprising the step of verifying a password submitted by said consumer.

Claim 30 (previously presented): The method for distribution of products of Claim 24, further comprising the step of selecting a sponsor message from a plurality of sponsor messages.

Claim 31 (previously presented): The method for distribution of products of Claim 24, further comprising the step of receiving from said consumer a response to said sponsor message.

Claims 32-33 (canceled)

Claim 34 (previously presented): The method for distribution of products of Claim 24, further comprising the step of maintaining a consumer activity log.

Claim 35 (canceled)

Claim 36 (previously presented): The method for distribution of products of Claim 24, further comprising the step of licensing from a content provider the right to distribute said media products.

Claim 37 (previously presented): The method for distribution of products of Claim 24, further comprising the step of authoring a sponsor message.

Claim 38 (previously presented): The method for distribution of products of Claim 24, further comprising the step of offering an advertiser the option to exhibit an advertisement message on said Internet web site.

Claim 39 (previously presented): The method for distribution of products of Claim 24, further comprising the step of barring a content provider from pretending to be said consumer.

Claim 40 (previously presented): The method of Claims 1, 16, or 24, wherein the media product accessed by the consumer is downloaded to a memory of a personal computer of the consumer.